

# United States Portable Keyboards Market Report 2017

<https://marketpublishers.com/r/U7C85569F65EN.html>

Date: January 2017

Pages: 119

Price: US\$ 3,800.00 (Single User License)

ID: U7C85569F65EN

## Abstracts

### Notes:

Sales, means the sales volume of Portable Keyboards

Revenue, means the sales value of Portable Keyboards

This report studies sales (consumption) of Portable Keyboards in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Casio

RockJam

Hamzer

Yamaha

Best Choice Products

AirTurn

ChromaCast

Generic

LIPPO

Andoer

Market Segment by States, covering

California

Texas

New York

Florida

Illinois

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

49 Key

61 Key

88 Key

Others

Split by applications, this report focuses on sales, market share and growth rate of Portable Keyboards in each application, can be divided into

Household

Stage

Other

## Contents

### United States Portable Keyboards Market Report 2017

#### **1 PORTABLE KEYBOARDS OVERVIEW**

- 1.1 Product Overview and Scope of Portable Keyboards
- 1.2 Classification of Portable Keyboards
  - 1.2.1 49 Key
  - 1.2.2 61 Key
  - 1.2.3 88 Key
  - 1.2.4 Others
- 1.3 Application of Portable Keyboards
  - 1.3.1 Household
  - 1.3.2 Stage
  - 1.3.3 Other
- 1.4 United States Market Size Sales (Volume) and Revenue (Value) of Portable Keyboards (2012-2022)
  - 1.4.1 United States Portable Keyboards Sales and Growth Rate (2012-2022)
  - 1.4.2 United States Portable Keyboards Revenue and Growth Rate (2012-2022)

#### **2 UNITED STATES PORTABLE KEYBOARDS COMPETITION BY MANUFACTURERS**

- 2.1 United States Portable Keyboards Sales and Market Share of Key Manufacturers (2015 and 2016)
- 2.2 United States Portable Keyboards Revenue and Share by Manufactures (2015 and 2016)
- 2.3 United States Portable Keyboards Average Price by Manufactures (2015 and 2016)
- 2.4 Portable Keyboards Market Competitive Situation and Trends
  - 2.4.1 Portable Keyboards Market Concentration Rate
  - 2.4.2 Portable Keyboards Market Share of Top 3 and Top 5 Manufacturers
  - 2.4.3 Mergers & Acquisitions, Expansion

#### **3 UNITED STATES PORTABLE KEYBOARDS SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2012-2017)**

- 3.1 United States Portable Keyboards Sales and Market Share by States (2012-2017)
- 3.2 United States Portable Keyboards Revenue and Market Share by States

(2012-2017)

3.3 United States Portable Keyboards Price by States (2012-2017)

## **4 UNITED STATES PORTABLE KEYBOARDS SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2012-2017)**

4.1 United States Portable Keyboards Sales and Market Share by Type (2012-2017)

4.2 United States Portable Keyboards Revenue and Market Share by Type (2012-2017)

4.3 United States Portable Keyboards Price by Type (2012-2017)

4.4 United States Portable Keyboards Sales Growth Rate by Type (2012-2017)

## **5 UNITED STATES PORTABLE KEYBOARDS SALES (VOLUME) BY APPLICATION (2012-2017)**

5.1 United States Portable Keyboards Sales and Market Share by Application (2012-2017)

5.2 United States Portable Keyboards Sales Growth Rate by Application (2012-2017)

5.3 Market Drivers and Opportunities

## **6 UNITED STATES PORTABLE KEYBOARDS MANUFACTURERS PROFILES/ANALYSIS**

6.1 Casio

6.1.1 Company Basic Information, Manufacturing Base and Competitors

6.1.2 Portable Keyboards Product Type, Application and Specification

6.1.2.1 49 Key

6.1.2.2 61 Key

6.1.3 Casio Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.1.4 Main Business/Business Overview

6.2 RockJam

6.2.2 Portable Keyboards Product Type, Application and Specification

6.2.2.1 49 Key

6.2.2.2 61 Key

6.2.3 RockJam Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

6.2.4 Main Business/Business Overview

6.3 Hamzer

6.3.2 Portable Keyboards Product Type, Application and Specification

6.3.2.1 49 Key

- 6.3.2.2 61 Key
- 6.3.3 Hamzer Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)
- 6.3.4 Main Business/Business Overview
- 6.4 Yamaha
  - 6.4.2 Portable Keyboards Product Type, Application and Specification
    - 6.4.2.1 49 Key
    - 6.4.2.2 61 Key
  - 6.4.3 Yamaha Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)
  - 6.4.4 Main Business/Business Overview
- 6.5 Best Choice Products
  - 6.5.2 Portable Keyboards Product Type, Application and Specification
    - 6.5.2.1 49 Key
    - 6.5.2.2 61 Key
  - 6.5.3 Best Choice Products Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)
  - 6.5.4 Main Business/Business Overview
- 6.6 AirTurn
  - 6.6.2 Portable Keyboards Product Type, Application and Specification
    - 6.6.2.1 49 Key
    - 6.6.2.2 61 Key
  - 6.6.3 AirTurn Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)
  - 6.6.4 Main Business/Business Overview
- 6.7 ChromaCast
  - 6.7.2 Portable Keyboards Product Type, Application and Specification
    - 6.7.2.1 49 Key
    - 6.7.2.2 61 Key
  - 6.7.3 ChromaCast Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)
  - 6.7.4 Main Business/Business Overview
- 6.8 Generic
  - 6.8.2 Portable Keyboards Product Type, Application and Specification
    - 6.8.2.1 49 Key
    - 6.8.2.2 61 Key
  - 6.8.3 Generic Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)
  - 6.8.4 Main Business/Business Overview

## 6.9 LIPPO

### 6.9.2 Portable Keyboards Product Type, Application and Specification

#### 6.9.2.1 49 Key

#### 6.9.2.2 61 Key

### 6.9.3 LIPPO Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

#### 6.9.4 Main Business/Business Overview

## 6.10 Andoer

### 6.10.2 Portable Keyboards Product Type, Application and Specification

#### 6.10.2.1 49 Key

#### 6.10.2.2 61 Key

### 6.10.3 Andoer Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

#### 6.10.4 Main Business/Business Overview

## **7 PORTABLE KEYBOARDS MANUFACTURING COST ANALYSIS**

### 7.1 Portable Keyboards Key Raw Materials Analysis

#### 7.1.1 Key Raw Materials

#### 7.1.2 Price Trend of Key Raw Materials

#### 7.1.3 Key Suppliers of Raw Materials

#### 7.1.4 Market Concentration Rate of Raw Materials

### 7.2 Proportion of Manufacturing Cost Structure

#### 7.2.1 Raw Materials

#### 7.2.2 Labor Cost

#### 7.2.3 Manufacturing Expenses

### 7.3 Manufacturing Process Analysis of Portable Keyboards

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

### 8.1 Portable Keyboards Industrial Chain Analysis

### 8.2 Upstream Raw Materials Sourcing

### 8.3 Raw Materials Sources of Portable Keyboards Major Manufacturers in 2015

### 8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

### 9.1 Marketing Channel

#### 9.1.1 Direct Marketing

- 9.1.2 Indirect Marketing
- 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 UNITED STATES PORTABLE KEYBOARDS MARKET FORECAST (2017-2022)**

- 11.1 United States Portable Keyboards Sales, Revenue Forecast (2017-2022)
- 11.2 United States Portable Keyboards Sales Forecast by Type (2017-2022)
- 11.3 United States Portable Keyboards Sales Forecast by Application (2017-2022)
- 11.4 Portable Keyboards Price Forecast (2017-2022)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 APPENDIX**

- Methodology
- Analyst Introduction
- Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Portable Keyboards

Table Classification of Portable Keyboards

Figure United States Sales Market Share of Portable Keyboards by Type in 2015

Figure 49 Key Picture

Figure 61 Key Picture

Figure 88 Key Picture

Figure Others Picture

Table Application of Portable Keyboards

Figure United States Sales Market Share of Portable Keyboards by Application in 2015

Figure Household Examples

Figure Stage Examples

Figure Other Examples

Figure United States Portable Keyboards Sales and Growth Rate (2012-2022)

Figure United States Portable Keyboards Revenue and Growth Rate (2012-2022)

Table United States Portable Keyboards Sales of Key Manufacturers (2015 and 2016)

Table United States Portable Keyboards Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Portable Keyboards Sales Share by Manufacturers

Figure 2016 Portable Keyboards Sales Share by Manufacturers

Table United States Portable Keyboards Revenue by Manufacturers (2015 and 2016)

Table United States Portable Keyboards Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Portable Keyboards Revenue Share by Manufacturers

Table 2016 United States Portable Keyboards Revenue Share by Manufacturers

Table United States Market Portable Keyboards Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Portable Keyboards Average Price of Key Manufacturers in 2015

Figure Portable Keyboards Market Share of Top 3 Manufacturers

Figure Portable Keyboards Market Share of Top 5 Manufacturers

Table United States Portable Keyboards Sales by States (2012-2017)

Table United States Portable Keyboards Sales Share by States (2012-2017)

Figure United States Portable Keyboards Sales Market Share by States in 2015

Table United States Portable Keyboards Revenue and Market Share by States (2012-2017)



Table United States Portable Keyboards Revenue Share by States (2012-2017)  
Figure Revenue Market Share of Portable Keyboards by States (2012-2017)  
Table United States Portable Keyboards Price by States (2012-2017)  
Table United States Portable Keyboards Sales by Type (2012-2017)  
Table United States Portable Keyboards Sales Share by Type (2012-2017)  
Figure United States Portable Keyboards Sales Market Share by Type in 2015  
Table United States Portable Keyboards Revenue and Market Share by Type (2012-2017)  
Table United States Portable Keyboards Revenue Share by Type (2012-2017)  
Figure Revenue Market Share of Portable Keyboards by Type (2012-2017)  
Table United States Portable Keyboards Price by Type (2012-2017)  
Figure United States Portable Keyboards Sales Growth Rate by Type (2012-2017)  
Table United States Portable Keyboards Sales by Application (2012-2017)  
Table United States Portable Keyboards Sales Market Share by Application (2012-2017)  
Figure United States Portable Keyboards Sales Market Share by Application in 2015  
Table United States Portable Keyboards Sales Growth Rate by Application (2012-2017)  
Figure United States Portable Keyboards Sales Growth Rate by Application (2012-2017)  
Table Casio Basic Information List  
Table Casio Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)  
Figure Casio Portable Keyboards Sales Market Share (2012-2017)  
Table RockJam Basic Information List  
Table RockJam Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)  
Table RockJam Portable Keyboards Sales Market Share (2012-2017)  
Table Hamzer Basic Information List  
Table Hamzer Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)  
Table Hamzer Portable Keyboards Sales Market Share (2012-2017)  
Table Yamaha Basic Information List  
Table Yamaha Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)  
Table Yamaha Portable Keyboards Sales Market Share (2012-2017)  
Table Best Choice Products Basic Information List  
Table Best Choice Products Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)  
Table Best Choice Products Portable Keyboards Sales Market Share (2012-2017)  
Table AirTurn Basic Information List

Table AirTurn Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table AirTurn Portable Keyboards Sales Market Share (2012-2017)

Table ChromaCast Basic Information List

Table ChromaCast Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table ChromaCast Portable Keyboards Sales Market Share (2012-2017)

Table Generic Basic Information List

Table Generic Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Generic Portable Keyboards Sales Market Share (2012-2017)

Table LIPPO Basic Information List

Table LIPPO Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table LIPPO Portable Keyboards Sales Market Share (2012-2017)

Table Andoer Basic Information List

Table Andoer Portable Keyboards Sales, Revenue, Price and Gross Margin (2012-2017)

Table Andoer Portable Keyboards Sales Market Share (2012-2017)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Portable Keyboards

Figure Manufacturing Process Analysis of Portable Keyboards

Figure Portable Keyboards Industrial Chain Analysis

Table Raw Materials Sources of Portable Keyboards Major Manufacturers in 2015

Table Major Buyers of Portable Keyboards

Table Distributors/Traders List

Figure United States Portable Keyboards Production and Growth Rate Forecast (2017-2022)

Figure United States Portable Keyboards Revenue and Growth Rate Forecast (2017-2022)

Table United States Portable Keyboards Production Forecast by Type (2017-2022)

Table United States Portable Keyboards Consumption Forecast by Application (2017-2022)

Table United States Portable Keyboards Sales Forecast by States (2017-2022)

Table United States Portable Keyboards Sales Share Forecast by States (2017-2022)

## I would like to order

Product name: United States Portable Keyboards Market Report 2017

Product link: <https://marketpublishers.com/r/U7C85569F65EN.html>

Price: US\$ 3,800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U7C85569F65EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970